

Message Text

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AMEMBASSY RABAT
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E.O. 11652: N/A
TAGS: BEXP, EG
SUBJECT: MINING SEMINAR MISSION: EGYPT

1. SUMMARY: RECEPTION AND OVERALL SUCCESS OF MISSION'S THREE-DAY VISIT TO EGYPT WAS BEYOND ORIGINAL EXPECTATIONS. TOTAL OF NEARLY 200 ATTENDED SEMINAR SESSIONS. EGYPTIAN MINING INTERESTS IN PUBLIC AND PRIVATE SECTORS INDICATED THAT EXPLOITATION OF EGYPT'S MINERAL WEALTH IS OF HIGH PRIORITY AND WILL PROBABLY RESULT IN NEAR-TERMS PURCHASES OF MINING EQUIPMENT AND SERVICES. MEMBER FIRMS WELL SATISFIED WITH VISIT AND EXPECT CONSTANT FOLLOW-UP IN EGYPT TO REALIZE THEIR 12 MONTH SALES PROJECTION OF \$ 3,800,000 DOLLARS. END SUMMARY

2. NARRATIVE: (A) ADVANCE PROMOTION BROUGHT IN 115 TO FIRST SEMINAR SESSION ON SATURDAY EVENING AND 75 TO SECOND SESSION ON MONDAY EVENING. SINCE SEMINAR PAPERS DID NOT ARRIVE IN TIME, EMBASSY HAS AGREED TO MAIL THEM TO THOSE SEMINAR ATTENDEES WHO INDICATED ON REGISTRATION FORMS PREPARED BY EMBASSY THAT THEY WANTED COPY OF A PARTICULAR PAPER. (B) MISSION RECEPTION WAS HELD IMMEDIATELY AFTER FIRST SEMINAR SESSION. OVER 130 HIGH LEVEL
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GOVERNMENT AND PRIVATE SECTOR OFFICIALS ATTENDED THE RECEPTION IN THE SHERATON HOTEL BALLROOM. MISSION MEMBERS ALSO HAD CHANCE TO MAKE EXCELLENT INDUSTRY CONTACTS AT FIRST NIGHT DINNER RECEPTION HOSTED BY COMATT. ARAB MINING AND PETROLEUM ASSOCIATION HOSTED DINNER FOR MISSION MEMBERS ON FINAL NIGHT OF VISIT. (C) PRE-ARRANGED APPOINTMENTS AND THOSE RESULTING FROM RECEPTION AND SEMINAR CONTACT

KEPT MISSION MEMBERS SO BUSY THAT A CONSENSUS OF MEMBERS URGED EMBASSY TO CANCEL AT LAST MINUTE BASALT QUARRY AND GYMCO VISITS WHICH HAD BEEN ARRANGED FOR FEBRUARY 26. TIME TO FOLLOW-UP WITH INDIVIDUAL APPOINTMENTS WAS IMPORTANT TO MEMBERS WHO DID NOT ANTICIPATE SUCH OVERWHELMING INTEREST. MISSION GROUP APPRECIATED EMBASSY'S LAST MINUTE EFFORT TO ADJUST SCHEDULE TO ACCOMMODATE THEIR INTEREST, AND REGRETTED ANY AWKWARDNESS INVOLVED IN CHANGE. APART FROM FEBRUARY 26 CANCELLATIONS SCHEDULE WAS GENERALLY ADHERED TO. MISSION MEMBERS FOUND FEB. 25 VISIT TO EGYPTIAN GEOLOGICAL SURVEY AND FEB. 27 BRIEFING ON ABU TARTUR PHOSPHATE AND BAHARRIYA IRON ORE PROJECTS ESPECIALLY USEFUL.

3. STATISTICS:

- (A) NUMBER OF FIRMS PARTICIPATING 7
- (B) IMMEDIATE SALES 0
- (C) 12-MONTH SALES PROJECTION \$3,800,000
- (D) SALES LEADS 19
- (E) REPRESENTATION LEADS 55
- (F) REPRESENTATION AGREEMENTS CONCLUDED 0
- (G) REPRESENTATION AGREEMENTS EXPECTED 3
- (H) LICENSES/JOINT VENTURES EXPECTED 0

4. MISSION COORDINATOR COMMENTS:

ADVANCE ARRANGEMENTS AND COOPERATION EXTENDED TO CO-UNCLASSIFIED

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ORDINATOR AND MISSION MEMBERS BY EMBASSY STAFF WAS EXCELLENT. ONE INDICATION OF SUCCESS OF THEIR EFFORTS WAS HIGH SEMINAR AND RECEPTION ATTENDANCE. BRIEFING ON ARRIVAL NIGHT BY COMATT, POLITICAL OFFICER, AND USAID OFFICERS UNDERLINED PROBLEMS AND POTENTIALS OF DOING BUSINESS IN EGYPT. MISSION MEMBERS SAID THEY LEARNED A GREAT DEAL FROM VISIT AND ALL EXPECT TO CLOSELY FOLLOW-UP CONTACTS MADE DURING VISIT. MISSION GROUP APPRECIATED EXCELLENT ADMINISTRATIVE SUPPORT RECEIVED FROM EMBASSY. EILTS

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